

WILKES-BARRE SPRING SERVICE CO.

Located in Wilkes-Barre at 247 North Washington Street, telephone Wilkes-Barre 24018—is the leading Automobile and Truck Spring firm of this section. The springs handled by this firm are recognized as the best in the field.

They are prepared to furnish springs for any make or model of truck or automobile. Everything from Five Ton Truck down, Spring repairing, removing, replacing, re-arching and tempering is their specialty. By reason of their years of satisfactory service to the truck and automobile owners of this community, they have well merited the reputation as experts in their line and operate the most complete service station in this section. The type of men who always stand back of

every worthy project, progress and advancement for this section.

It is no longer a joy to ride on the axle. If you have a spring that is broken or needs repairing, this is the place to which it should be taken. There you are certain to get the best that there is.

This firm has made a scientific study of all kinds of springs and as a result of their investigations and experiments they have found that the quality of any spring depends mainly on two factors, the quality and the method of heat treatment it receives. They see to it that every bit of the weight of the machine is evenly distributed over the entire spring. Those points where the greatest strain is liable to come are made especially strong. By this even distribution, the car rides easier and the chances

of a broken spring is reduced to a minimum.

The reason is so many people have spring trouble is because they do not give them the proper attention. The management here seeing that they could be of great service to the people of this community have established a free inspection department where any automobile owner can have their springs tested free of charge. This service has met with instant success from the very start.

This concern has long been recognized as leaders in community work. They have that interest close to their hearts which is so necessary to the advancement and prosperity of a progressive community like our own. Their phenomenal business growth speaks well of their capacity and business ability.

HAZARD WIRE ROPE CO.

A most progressive establishment in Wilkes-Barre at 81 East Ross Street—this concern is one of the leading manufacturers in this section of the country. This is one of our most progressive firms.

It is one of our most flourishing industries and is fully worthy of more than passing notice at our hands for not only is it the leading concern engaged in its own particular field, but its products have gained a wide reputation for general excellence and are considered standard products among the trade the nation over.

In appreciation of the inestimable value of the location of this establishment here the people are loyal in their support of this institution which attracts thousands of dollars annually to this community.

The real sincerity, high quality of materials, together with manufacturing efficiency and rare business acumen distinguishes this concern and it is rarely if ever equalled elsewhere in any line.

This company gives employment to our people, always have at heart

the best interests of the community and continually exert their influence for the best interests of their home town.

This industry has become so much a part of the every day life of the people of this community that some have come to think of it as a matter of course. It might be well to pause and take into consideration what this manufacturing establishment really means to the city where it is located. Its removal from the local field would be disastrous, but its maintenance means the uninterrupted continuance of the encouragement of all in the community, and the onward march of industrial, commercial and social development of this part of the country.

In this business review we are pleased to compliment the management of the Hazard Wire Rope Company, for the efficient conduct of the business and meeting the needs of the problems of the hour in a most thorough manner. We predict for this modern establishment continued prosperity and a great future.

WALTER C. WILLIAMS

Plumbing — Heating — Sheet Metal Work

At 24 North Main Street in Wilkes-Barre—specializes in high grade plumbing and heating contracting to a large and well merited patronage. He brings all tools with him and thus saves much time taken up by some firms running to and from the job.

The problems of every city of how to meet the needs of the population with the proper water, gas and sewage systems is, on a smaller scale, the problem of every home. Cities employ their expert engineers, whose business it is to study continually the needs and changing needs of that municipality. The people of this community may have just as careful attention to the plumbing systems in their homes, just as careful of solving of their water, heat and sewage problems by having their plumbing work taken care of by this well known sanitary engineer.

He has spent his efforts studying the plumbing problems of all types of homes, and will be glad to solve your plumbing problems for you. In solving these problems

he is rendering a great service to the community, for it is readily admitted by health experts all over the country that greater attention paid to plumbing systems by expert heating and sanitary engineers have done much to raise the general standard of health of all the people—particularly of those in our crowded cities.

The complex construction of the modern home compels the sanitary engineer to have as thorough a knowledge of the principles of heat, water and air circulation as the physician has of anatomy. In this regard, we can do nothing but congratulate him for his most thorough and scientific knowledge of the principles of plumbing work, gained through long experience, easily places him among the ranks of the most competent sanitary engineers and master plumbers of the country.

The manager is a man of the highest standing in this section of the community. He takes part in every movement seeking to promote the welfare of the community.

CHARIS OF WILKES-BARRE

You will find this establishment in Wilkes-Barre in the Miner's Bank Building—net, satin and lace garments are a specialty, remember, folks "1933" fashions go deeper than your gown. They carry surgical and medical and maternity garments.

This modern up-to-date corset shop makes a specialty of handling all kinds of corsets, foundation garments, girdles, corselettes.

There was a time when it was stylish for women to wear corsets, and although that style at one time was obsolete, it is now in vogue. Corsets are becoming more and more popular. To have that girlish figure you can be properly fitted with a corset at this shop.

They have established a reputation as expert corsetiers and no matter what you may desire along these lines you can be fitted here. As the demand for real corsets and reducing girdles increased they have stocked them. They specialize in fitting corsets for women who are inclined to be stout. By means of

a well made corset a heavy figure is transferred into a fashionable silhouette, which is most admired.

These corsets are endorsed by physicians, good health authorities and institutions as having many corrective features that have long been advocated for the betterment of womanhood.

When a customer enters this shop let them be assured of the most courteous attention. They have specially designed corsets to fit extremely slender or stout women. Women who have undergone major operations are urged to use these corsets which will materially benefit them. Mothers are invited to be fitted with one of these corsets for the great relief advantages obtained.

The fine service that is rendered at the Charis of Wilkes-Barre is an asset and the women of this section know that the owners are individuals of high standing in the community, both in social and business circles. They not only serve the people in their own business, but promote anything for public improvements.

Ohio grows 3,400,000 acres of corn and produces 3,300,000 hogs.

NEUMAN ICE CO.

This up-to-date establishment in Wilkes-Barre at 257 North Pennsylvania Avenue, are extensive dealers in coal and ice. They will cheerfully advise you as to the proper coal to use for your cook stove or furnace. Your satisfaction is their success and today is the proper time to fill your bin for this winter.

A great part of everyone's life is spent in meeting emergencies. Day and night the average physician is ready to go and in an unforeseen emergency take up the battle with the Grim Reaper. In our large cities and now in our smaller ones, scores of men whose business it is to be heroes if possible wait every hour in the twenty four to meet an emergency with the best of scientific apparatus to fight the red monster—Fire.

In a smaller way, each one of us daily meets some emergency or the other, some unforeseen circumstances which all the foresight in the world could not have anticipated. Meeting such circumstances is part of the very warp and woof of life.

More than one emergency of a nearly serious nature in this community has been met by the enterprising of these farseeing coal dealers. But for the fact that they were able to obtain coal when others could not, many in this community might have suffered inconvenience and even disaster.

Of course, they advise those who can to buy coal in summer; they realize, however, that there are those who cannot. And in winter, they are prepared to meet the needs of those

A most prominent institution located near Wilkes-Barre in Kingston at 562 Wyoming Avenue, here you get the proper food which helps to restore health. Feature one of the most complete bronchoscopic, outfits in this section of the state with a trained bronchoscopist, trained under Dr. Chevalier Jackson, the most noted in the country—toy roosters, safety pins, jacks, beans, etc., are taken out without ill effects.

In a review of this part of the country there is no institution more worthy of mention than this foremost hospital.

"Without health all the other gifts of life are worthless." Human nature seems to be so constructed that we mortals do not realize the truth of this statement until it is too late. Health is one of those things—like a good wife—not appreciated until it is gone.

Perhaps you are feeling "run

down" generally. You don't seem to have your normal amount of energy and push. Your work drags. You cannot sleep at night. If you sleep at all, you do not feel fresh when you awake in the morning. What you need is the care of an efficient hospital staff.

This hospital offers the patient quiet and rest combined with every modern method of treatment and diagnosis. Laws of nature and principles of science are co-ordinated in the most effective care of their patients.

Their modern building is completely equipped for all kinds of non-contagious diseases. Special development in the laboratory and diet kitchens makes systematic study and rapid results in treatment possible.

This hospital contains complete operating departments, nursery and examining departments.

The maternity ward is a special feature where the finest care for the mother and baby may be had.

This modern institution contains quarters for the reception of cases requiring personal and individual study. We are glad to compliment this institution on its surroundings and their work in the relief of suffering humanity. We judge man's love for God by the way he treats his fellowmen.

It has been built up to its present high standard by the tireless efforts of its efficient staff and the years that have been spent and the results that have been obtained deserve the praise of all.

The hospital has most efficient laboratories and is equipped to take care of out-of-town patrons in a prompt manner.

This hospital is a credit to this section of the state and deserves the support and backing of every citizen.

VICTOR'S POULTRY MARKET

Conveniently located in Wilkes-Barre at 69 East Northampton St., telephone 31219.

Our industrial issue would not be complete without prominent mention of the business activities of this concern and their extensive operations in the way of conducting a store for the purchase of poultry and eggs.

Commendable publicity and valuable advertising is given our section by this progressive firm, far and wide, dealing as they do on a large scale in poultry and eggs. Their operations are of the most extensive nature and add to the commercial efficiency and attractiveness of the section as a market for produce of all kinds.

Through the years they have been doing business they have always been most fair and honest in their negotiations and afforded the public a valuable market for the products they handle.

It is very important that the producers in the various lines should have a market that is up to the

standard and this section is fortunate in having such extensive dealers.

There are many small dealers, but it takes men to handle a large volume of business, to be able to get the right selling markets and be able to pay the best prices. These facts attract trade to the section and make it a better place in which to live and transact business.

If we did not have an establishment of this kind much of the produce would have to be shipped to the larger cities and the seller would not receive a price that compares favorably with the prices paid by this concern.

There can be no question but that Victor's Poultry Market is one of the most important commercial firms of this section, its management is in the hands of men who know the business in which they are engaged thoroughly.

We wish to compliment this concern upon their commendable policies and the valuable service they are rendering the public.

N. PLATSKY

Decorator

Excellent located in Wilkes-Barre at 41 South Hancock Street—features a prompt and reliable service in painting and interior decorating of homes, apartments and clubs.

When he is called upon to decorate you see the difference between a mere house and a beautiful home. Has a large trade from this section. Quality of workmanship and service that pleases. Estimates and helpful suggestions cheerfully given without charge.

The home, hotel and apartment builder of today has good taste and takes pride in the erection of a building with definite lines and in order to have a complete place must have the interior furnishings and decorations to match with the architecture. No matter whether it is Colonial, English, Spanish, Italian or French in design, the furnishings must be consistent with the exterior.

It is because of this modern idea in decoration that this Studio has a stock in such a wide variety, produced by the master furniture crafts-

men and weavers of the world, the most fastidious may secure here a service, no matter whether it is the refurbishing of an old place or a new one, that will make the interior beautiful and more than a mere house. This service represents the difference between their service and just a decorating shop.

In buying he studies the styles of yesterday, today and tomorrow and goes not only into the markets of this country, but has many choice importations that represent the most in the artistry of the ages.

Mr. N. Platsky offers a most accommodating and intelligent service. He will aid you in the selection of everything in the way of decorations for your home or apartment.

In making this review of our onward progress we wish to compliment him upon the efficiency of the service, the straightforwardness of his dealings and the wonderful value of the high grade lines which they have chosen to offer the people of this section of the state.

COHEN-FEIN CO.

Located in Wilkes-Barre at 201 South Washington Street—ready to help in any way to make this a more progressive community. They deserve the support of this and surrounding territory.

A manufacturing concern such as this one not only furnishes employment for the people of this section but through their extensive manufacture have advertised the name of Wilkes-Barre far and wide over this part of the country.

It might possibly mean nothing to the casual observer to have the name of his home town mentioned in other cities all over the United States—but this concern not only knows that value but reaped the benefit from same.

Aside from that it gives other manufacturers to know that if this factory is successful in producing a product in that city—have no labor troubles—have the shipping facilities then it would be an ideal place for them. More factories means more

employment, larger city, more people, greater conveniences.

To successfully manufacture a product in this 20th century age it is necessary not only to have ample capital and resources but the ability and experience in that particular line of endeavor to pull through the inevitable beginning period where so many fail. This concern has been in business for some time which proves they have a solid foundation. Their ability along these lines must have been extraordinary, or their product would not have been known so extensively.

In these days of keen competition it behooves not only all lines of retail business to hue to the line but manufacturers as well. This concern through their progressive manufacturing methods, are forging ahead for more business.

There is no more prominent concern in the community more worthy of mention than the Cohen-Fein Co. and in this review we commend them upon their worthy enterprise.

Recent feeding tests at the Ohio Agricultural Experiment Station—proved Ohio-grown alfalfa hay to be equal in every way to hay grown in Kansas and Colorado.

Annual meeting time this year for the Ohio Swiss Cheese Association is Friday, December 8, at Community Hall, Sugar Creek. Dairywomen and cheesemakers are invited.

Suitable shrubs planted in the fall will lend immediate beauty to the landscape, and as surely as if planted in spring.

Price reports on potatoes are now broadcast by three Ohio radio stations during the market news periods. The stations are WOSU and WAIU at Columbus, and WHK at Cleveland.

CLASSICAL AVIATION

"Flaming youth takes naturally to aviation," said the enthusiast.

"The idea is one of classic beauty," said Senator Sorghum. "But we must persuade our flaming youth to exercise caution, reminding him of Phaeton, who drove the chariot of the sun and set the world on fire; of Icarus, who flew so high that he melted his waxen wings; not forgetting the mishap of our more modern Darius Green and his flying machine."

"Then you would discourage aviation?"

"No, sir. But it is agreed that aviation is in its infancy, and infancy demands the most intelligent protection."

Sauce for Both

Mrs. Smith watched the scales closely as the butcher put on her order.

"Do you know, Mr. Lamb," she said ominously, "you are repeatedly giving me short weight for my money?"

He nodded.

"I am quite aware of that, madam," he calmly replied.

"Then what do you mean by it?" she gasped.

"Well, madam," he replied, "you are always giving me a long wait for mine."

Chicago's Fame

Two women who had not seen each other for a long time met by accident. At a nearby cafe they had tea together and recalled old friends and acquaintances.

"I heard that your Cousin Ted had settled in Chicago and was making a lot of money," said the one in blue.

"What is he, a stock broker?"

"No, dear," said the one in beige. "He's a florist."—Toronto Globe.

Obvious Advantage

"With all due deference, my boy, I really think our custom at the telephone is better than saying 'Hello' as you do."

"What do you say in England?"

"We say 'Are you there?' Then, of course, if you're not there, there is no use of going on with the conversation."—Kansas City Star.

Where He's Useful

"So you sent your boy, Josh, back to college?" asked the town friend.

"Yes," answered Farmer Cornstossel. "The football team needed him more than the farm."

All-Important
Pretty Country Boarder (writing in orchard)—Would you mind stopping your windmill for an hour or two? It's blowing away my letters.

All Over
"Jones and his wife have separated."
"What is the trouble now?"
"There's no trouble now. I said they have separated!"

Punch for Punch
"Why are you crying?"
"Fritz hit me."
"Why?"
"Because I punched his nose."

As Well?
Leading Actress—I could hardly get my shoes on this morning.
Chorus Girl—What? Swelled feet as well?—Tit-Bits Magazine.

Dark Secret
Mother—What are the young man's intentions?
Daughter—Well, he's been keeping me pretty much in the dark.

Reciprocity
"I say, old chap, as you work in a theater you can give me a few free tickets, can't you?"
"Certainly. We'll exchange. As you work in a bank, you can give me a few banknotes."

A Prospect, Maybe
First Old Maid—There's some one in the room; hand me the mirror.
Second Old Maid—So you can look under the bed?
First Old Maid—No. So I can powder my nose.

All Explained
Husband—Who is that man?
Wife—I don't know.
"But I heard you call him 'darling.'"
"I called him 'darling' because I do not know his name."

Fetch Her On
Newsboy—Sir, my beautiful sister is dying of starvation. Will you buy the rest of my papers?
Gent—No, but I'll take your sister out to dinner.

Faith
Hubby—What are you doing with all those travel folders?
Wife—A fortune teller told me that I was going to take a long trip and I'm picking out the place.

Meal Ticket
"So Hilda's broken it off with Bobby. I wonder if she still keeps his lovely letters?"
"No. As a matter of fact, they're keeping her now."

Modern Need
"Have you found a watch yet good enough for your son who is going to college?"
"The thing that's worrying me right now is trying to find a sports model."

Try It
Father—Troubled with dyspepsia in school today? Why, that's a strange thing for a boy to have.
Johnny—I didn't have it; I had to spell it.

Dangerous Ground
She—Don't you think I look ten years younger in this hat?
He—How old are you?
She—Thirty.
He—No, I mean without the hat.